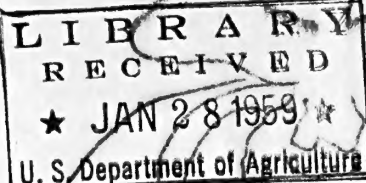


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JULIA G. SEIDE
P.O. 272, 16 Gallison Ave., Marblehead, Mass, USA

DEAR CUSTOMER:

Thank you for your recent enquiry. We offer many types of rare terrestrial plants for pot, window sill or greenhouse culture, and many choice & rare aquatic aquarium & pool plants, collected for us by our own representatives in the Jungles all over the world, and many of the plants we offer are not available from other sources.

OUR Aquatic plant bulbs, are large bulbs filled with nourishing starch, which the plants have stored up in the jungle streams in which they are grown. The plants are collected and treated in a special 'dormantizing' fashion & shipped to us, and when dropped into an aquarium or pool they literally 'explode' with growth, making exhibition sized plants commanding premium prices and attention. All these plants have sufficient nourishment stored in them to bloom regularly.

ORCHID PLANTS, contrary to the usual opinion are extremely hardy, and we offer particularly selected types, that are collected on tropical mountains where the temperatures are very cold, and as a matter of fact frequently descend to freezing. These plants not only require, but demand COOL growing conditions, and hence may be grown in any home, where the temperature is cool, provided some arrangements are made to raise the humidity, which is easily accomplished with a spray.

ORCHID flowers have a lovely delicate lemon scented perfume, and one flower, no matter how small will perfume an entire room. They are biurnal in rhythm, having most perfume in the early morning & early evening, as in nature they depend for the fertilization on attracting moths.

WE are offering the easiest to grow types of orchids, as easy to grow as African Violets, and indeed many of our customers grow our orchid miniatures together with their African Violets in trays under Fluorescent lights.

AQUATIC PLANTS, are received by us regularly on a weekly basis, from each continent. WE have the rarest types of Cryptocorynes, and most unusual aquatic ferns from Africa. A properly Aquascaped aquarium is not only the most beautiful background against which to show your favorite fishes, but an unusually beautiful sight in itself. Many people think of aquatic plants as 'water weeds' or 'hiding grass', whereas some of the most beautiful forms of flora are found in water plants, as they require no support they float and assume graceful twisted shapes that would be unacceptable and unobtainable in terrestrial plants.

Along with the aquatic plants we also receive from our same sources rare & unusual tropical fishes, listed on the following sheets.

Please bear in mind our plants & fishes are rare, rare as a fine jewel, and they aren't available in large quantities, and they are sometimes unobtainable for months at a time, as our collectors must collect when the streams are navigable, and not muddy, and also I am sorry to state that certain parts of Asia are under political unrest, so collections from Indochina are very unreliable.

Altho we offer many different types of plants, some are 'seasonable' in growth naturally, and only available on that basis. Please list at least one substitute with your order, otherwise I will exercise a suitable substitute of a different plant from the same family, or something totally different, that is in stock, of a more expensive nature.

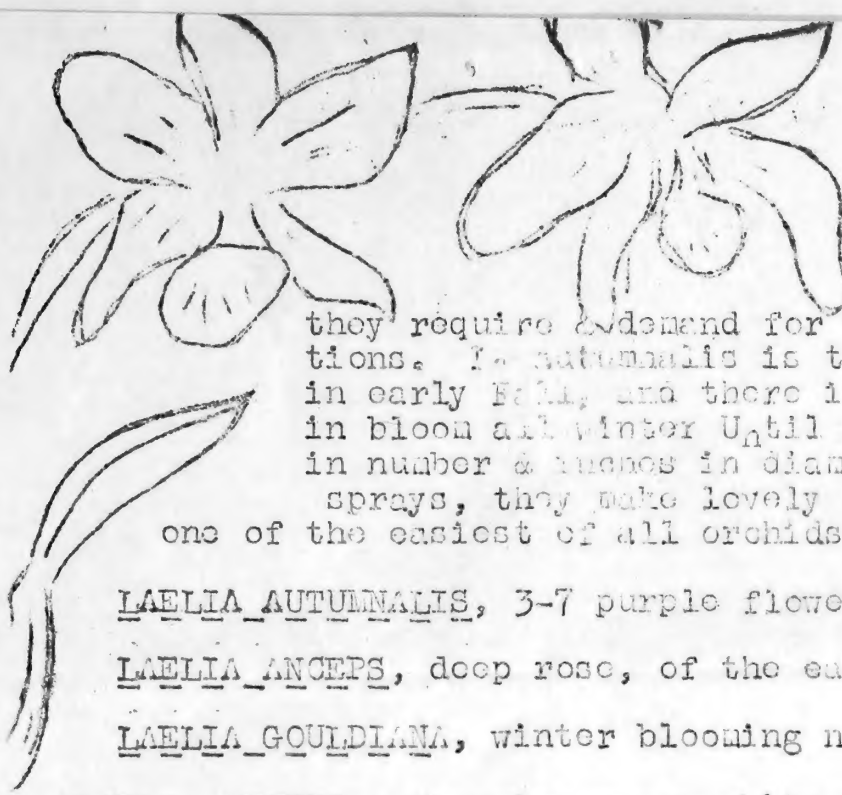
A diligent reading of the following pages will show you many little plant gems to give you many pleasant hours, hours of beauty & delight, and I am sure you will be pleased with anything I ship.

Very truly yours,

Julia G. Seide

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LAELIA ORCHIDS, flowers are indistinguishable from Cattleya orchids, and are collected wild on the mountains of Central & South America. Since they come from high altitudes they require & demand for their proper growth COOL conditions. *L. autumnalis* is the first of this group to bloom in early Fall, and there is some member of this family in bloom all winter Until Spring. The flowers are 4-6 in number & inches in diameter and are produced on sprays, they make lovely corsages. In general they are one of the easiest of all orchids to grow.

LAELIA AUTUMNALIS, 3-7 purple flowers, Oct to November

LAELIA ANCEPS, deep rose, of the easiest culture, Winter blooms.

LAELIA GOULDIANA, winter blooming natural hybrid of above two.

LAELIA ALBIDA - charming waxy white Spring flowers on robust plant.

LAELIA MAJALIS - dwarf growing plant with large flowers, Spring.

PRICES, medium sized plants ready to bloom @ \$3.50, 3 assorted \$10 PP

SPECIAL INTRODUCTORY OFFER

Many people wish to grow orchids, and don't have greenhouse, for these people we offer a MINIATURE ORCHID COLLECTION, of special low forms that don't require much room, and may be grown on a window sill, under a bell jar, or in a Wardian Case, or one of the many small plastic window greenhouses being offered to the trade. This collection consists of *L. albida*, white, *Coelogyne cristata*, white with yellow throat (blooms Feb) and the dwarf *NUN ORCHID*, *Phaius maculatus*, all ready to bloom \$10.

LAELIA SPECIES, *Laelia cinnabarina*, *L. crispa*, *L. purpurata*, collected from our Jungle Collector in Brazil, @ \$7.50 to \$10, depending on the size.

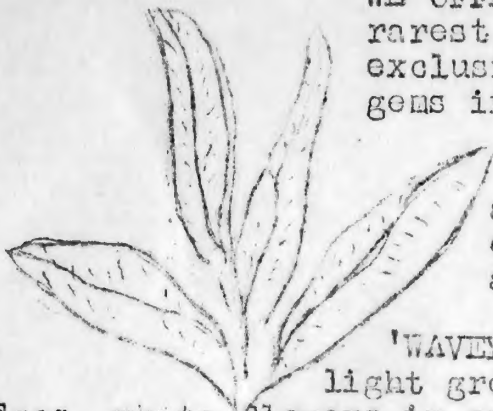
NUN ORCHID *NUN ORCHID*, is the name given to several members of the family *PHAIUS*, because when they bloom they resemble in each flower a nun huddled in an habit. The type plant is *P. wallichii*, which is found on the Island of Madagascar, across the Arabian Ocean and Indian ocean thru India, Malaya and Indonesia, in each location it has its own name. The plant has handsome large light green leaves, and the flower spike grows to a height of 6-7 FEET. Hence it is only suitable for outside growth in Florida or California. All members of this family, like cool temperature and dense shade. *P. maculatus*, a dwarf *NUN ORCHID*, only grows 18 inches tall, and an excellent window box plant. Does well under trees in summer garden. *Michelinensis*, another *Phaius*, grows 2 feet tall, and has large stems like sticks. The plant has unusually attractive foliage. Any of the above three *PHAIUS* @ \$3.50, 3 for \$10. They all are vigour growers and make large bulbs.

COELOGYNE *COELOGYNE* plants are native to India, Siam, Malaya, and Indonesia and Borneo. In all these locations various types grow, and some of them require temperate conditions and others very high humidity and heat. We offer you ONLY the cooler growing types, as we have found the warmer types very attractive, but a bit too difficult to handle except under the care of specialists. They are available for anyone interested from our jungle collectors.

All *Coelogyne* plants bloom in long sprays, and were formerly used extensively in Bridal Bouquets, as they bloom from Feb. to Spring. All, for the most part are white flowers, with yellow or brown throats, flowers a little small, 3-4 inches in diameter, but they make up in number 10-20 on a spray. *C. cristata* is the most popular, and the plants rarely grow over 4 inches tall. @ \$3.50
In addition offer *C. barbata*, *C. fuscens*, *C. ocellata* & *C. corymbosa* a BEGINNERS COLLECTION, one *dendrobium*, one *coelogyne*, one *phaius* \$10

ATTRACTIVE PLANTS

WE OFFER FOR YOUR HOBBY PLEASURE ABSOLUTELY THE rarest aquatic plants, jungle collected by our exclusive agents. Bring a few of these tropical gems into your tanks to make them romantic.



Most of these plants are selected for their ability to live in artificial(shade) light, except where noted. For greater value they are offered in collections, at reduced prices.

'WAVEY LEAVED LACE PLANT', *A. crispum*, light green attractive leaves with ruffled edges, white flowers in summer, from our healthy bulbs.

'POOR MAN'S LACE PLANT', *A. ulvaceus*(INDIAN), this plant has fewer ruffles than above, slightly smaller, but leaves more red tinged.

DWARF AQUARIUM LILIES, two types. *N. stellata*, black bulbs, dwarfest lily, blue flowers, rarely white & sometimes Pink, illustrated to rt. & Dwarf Madagascar Lilly, Daubin, always blue flowers. Needs bright sunlight to thrive.

'TEMPLE PLANT', *N. stricta*, an attractive ornamental Giant member of *Hydrophylia* family, blue flowers. Likes Heat & light.

Prices above @ \$1.25, Any Three Different, your choice \$3. This is our advertised 'TEMPLE PLANT COLLECTION'

'RHUBARB LACE PLANT', *Cryptocoryne somphongs*, has attractive crinkled leaves, contrasting red stems, beautiful with overhead light.

'*Cryptocoryne undulatum*', semi-dwarf plant, 6" tall, bright red with ruffled leaves, very, very attractive.

RARE red *A. Crispum*, A naturally occurring bright red form. GIANT CRYPT, crinkled light green leaves 12-18 inches tall, handsome. *Crypt. nurii*, Bicolored Malayan crypt, very attractive.

Echinodorus Longistylus 'Melon Sword' very beautiful, new leaves bright red.

Ech. radicans, 'Guyenosis' *Ech. macrostylus*(new), *Ech. cordifolia*, (collophane Plant)

PRICES Above plants @ \$2.25. 'ADVERTISED CONNOISSEUR'S COLLECTION, your choice of any TWO above plants, PLUS 'TEMPLE PLANT collection an \$8.50 value for \$6.

GIANT RED MALAYAN CRYPT, this is a most handsome plant, recently discovered and as yet unnamed. The plant grows up to 15" tall, and is bright red underneath & violaceous red on surface. Grows slowly.

TRUE LACE PLANT, *A. fenestralis*, 'QUEEN OF AQUATICS', sturdy leaves, that have holes in them, lace-like.

INDONESIAN LANCE FERN, *Campylogramma lancifolia*, true underwater creeping fern, viviparous leaves, very attractive.

'BORNEO CRYPT', purple spotted bicolored from Borneo.



ABOVE PLANTS @ \$3.75, medium plants 5 for \$10, may be combined with AFRICAN PLANTS, for 'ADVENTURER'S ROUND THE WORLD COLLECTION. 'SUPER CONNY COLLECTION, CONNOISSEUR'S PLUS any one from African or

above group, \$8. ALL PRICES INCLUDE PP, INSURANCE & SPECIAL DELIVERY CHARGES. 10-10-58, THIS LIST SUPERSEDES ALL OTHERS, prices & stock subject to change without notice, Please list second choices to avoid disappointment. J. SEIDE, P.O. 272, Marblehead, Mass., USA.

ATTRACTIVE AFRICAN AQUATICS

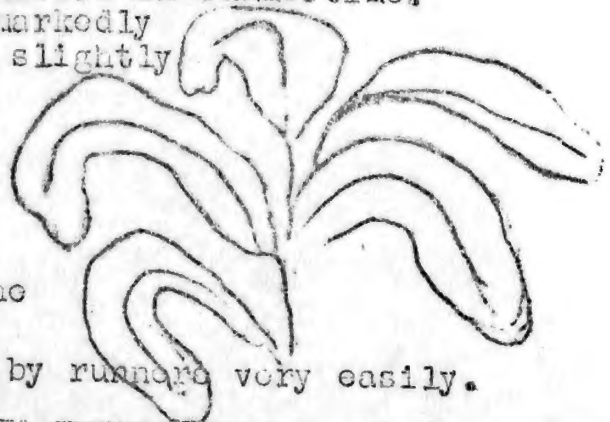
AFRICAN AQUATICS ARE unusually interesting & attractive & we feel privileged to offer these choice new imports for your approval & pleasure direct from our personal representative deep in the Jungles.



POTAMOGETON, here is a new plant, that has thin translucent diaphanous leaves that shows every rib, beautiful to behold and a very rapid grower, in sun, slower in partial shade. RED POTAMOGETON, illustrated to the left has long graceful pointed leaves, edges delicately rippled, new leaves purple marked, older leaves rosey red.

GREEN POTAMOGETON, illustrated below to the right, is more compact in growth, the leaves are light green, showing the ribs very markedly, and has attractive white flowers in summertime.

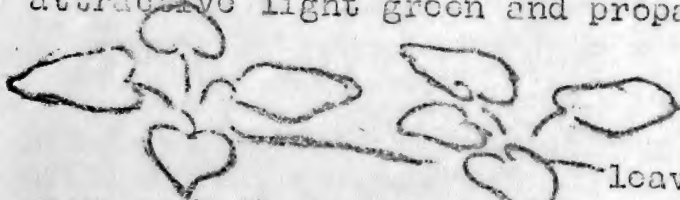
The leaf edges are very markedly ruffled & new leaves are slightly red tinged.



AFRICAN CRYPTOCORINES, we offer in several varieties, as yet not exactly identified nor named.

DWARF AFRICAN, illustrated below to the left, is about 2-4 inches tall,

attractive light green and propagates by runners very easily.



MEDIUM CRYPTOCORINES, similar to the above, but the leaves and plants are up to 8 inches tall, and leaves are heart & spade shaped, with

very markedly prominent ribs.

FIGUS, This is a very unusual plant, with glistening dark green foliage, the leaves resemble the well known gardenia, and the plant grows in a prostrate nature, close to the soil. The leaves are about 2½ - 3 inches long, and the plant is most attractive. Illustrated to right.



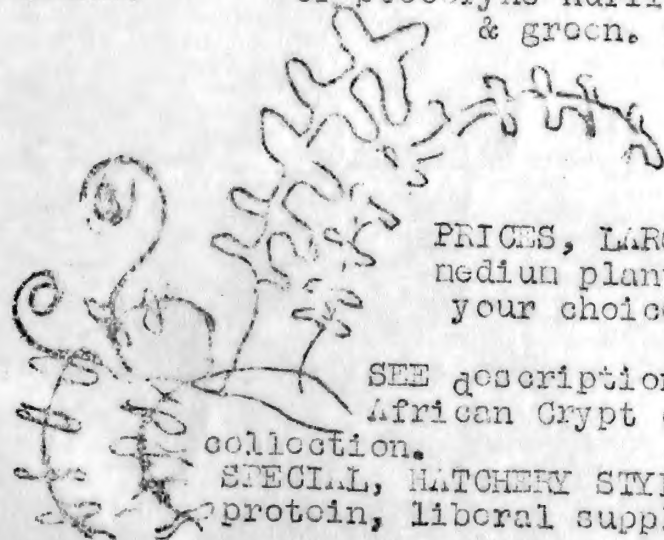
AQUATIC AFRICAN FERN, illustrated below, has attractively curled new fronds gradually uncurl to arch gracefully along the horizontal rhizome.

The leaves resemble the well known water Sprite; plants likes shade, illustrated below.

GIANT RED MALAYNA CRYPTOCORYNE, this is a new ALL RED GIANT red CRYPT, from the Malayan Siamese border, grows up to 15 inches tall, slowly, and likes shade. This is one of the most handsome plants we handle.

Cryptocoryne hurii, a bicolored Malayan Crypts, red & green. Most attractive.

SPECIAL. Purple Spotted Borneo Crypts, we are the only one handling exports from this exotic remote island.



PRICES, LARGE PLANTS @ \$3.50, any of the above, medium plants @ \$2.50, SPECIAL COLLECTION, your choice any five for \$10, PP.

SEE description of Anubia lanceolata, dark green African Crypt on other sheet. May be included in collection.

SPECIAL, HATCHERY STYLE FISH FOOD, for GROWING fry, 70% protein, liberal supply 25¢ with any order.

AQUASCAPE YOUR AQUARIUM WITH our most unusual plants.

J. SEIDE, P.O. 272, Marblehead, Massachusetts, USA
LARGEST AQUATIC PLANT IMPORTER IN THE COUNTRY.

ACTIVE AFRICAN AQUATICS

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THE UNIVERSITY OF CHICAGO

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ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED
DATE 10-10-2001 BY 60322 UCBAW

AFRICAN AMARYLLIDS

AMARYLLIS. (HIPPEASTRUM), Handsome, bold, Spring Blooming traditionally popular South American members of the Amaryllid family, with bright blossoms.

We offer select greenhouse grown stock, disease free, @ 75¢/lb and selected @ \$2.50. White @ \$5.

HAEMANTHUS

HAEMANTHUS, a rare South AFRICAN Amaryllid, with flowers in large clusters 8-12 inches in diameter in the Fall, bright orange in color. These plants are becoming better known as the bulbs become more readily available and the price lower. Large select bulbs @ \$2.50

TULBAGHIA FRAGRANS

TULBAGHIA FRAGRANS, this is a relatively new plant to American gardens, it is everblooming for four to five months in the Fall, light lilac in color, deliciously & delicately fragrant, grows 8 inches tall and the flowers resemble Narcissus. Excellent for pot culture, vigorous plants 3/\$1.

NERINE

NERINE. Another bright Blooming plant from Africa, blooms in Fall & winter, red & reddish violet. Plants very vigorous, and sometimes called GUERNSEY LILLY.

Nerine Bowdenii, very well known,

N. sarniensis, attractive twisted foliage, always attractive. PRICES 3 /\$1. COLLECTION, one Nerine & tulbaghia, \$1.

HYBRID NERINES, of best sort, called 'DUCHESS OF BING' @ \$2.50

ORNITHOGALUM

ORNITHOGALUM Thyroides (GINGERINGE), another African plant, similar to well known 'STAR OF BETHELEM' but has dark centered flowers, very long lasting when cut.

CULTURE All the above plants are best grown in the NORTH in pots, and all demand a suitable drying period for proper growth. All our plants are greenhouse raised & they are all free of disease, and don't suffer from any during their usual life. They are long lasting & readily propagated, will last for years.

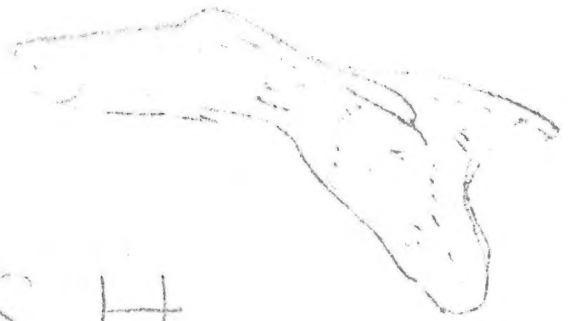
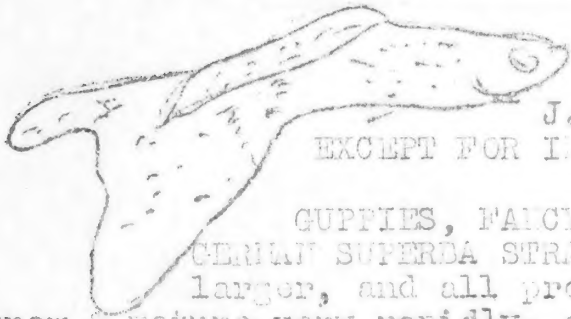
J. CHABAN, P.O. BOX 272, MARBLEHEAD, MASSACHUSETTS, USA

IF YOU HAVE A QUANTITY THEY ARE

AVAILABLE. BULBS. THEY ARE

IF YOU HAVE A QUANTITY THEY ARE
\$2.50 may be included in our 'SUPER COLONY COLLECTION'.

TROPICAL FISH



J. SEIDE, P.O. 272, LARLEHEAD, MASS.
EXCEPT FOR IMPORTS, OUR FISHES ARE TANK RAISED.

GUPPIES, FANCY VEILTAIL GUPPIES, HYBRIDS OF THE GERMAN SUPERBA STRAIN, in which the males are 20-30% larger, and all prominent American strains. These guppies grow & mature very rapidly, and the females produce their first litter of young when 3 months old. Males are colored in some fashion, some with black spot at base of dorsal, and other black spots, some spotted chrome orange. We offer the guppies, with all males producing tails equal to their own body length in the following series of colors.

RED. These Guppies are really a brilliant cadmium orange, with other colors intermixed. Mature very young.

BLUE .. This is the same strain as above, but there is more blue in the tails.

BLUE, 'BETTA CORNFLOWER BLUE', These males are preponderantly light blue, with a few red spots in the tails, that look like jewels.

HEALTHY YOUNG STOCK OF THE ABOVE, TANK RAISED, \$5 a pair. EACH FEMALE IS BREED TO A 'PROVEN MALE' WHO HAS BEEN TESTED & PROVED TO PRODUCE VEILTAIL YOUNG. WE SELL FEMALES MATCHING THE MALES. SO OUR STOCK BREEDS TRUE.

DERMOGYLES PUSILUS, $\frac{1}{2}$ inch, INTERESTING LIVE BEARERS FROM ASIA, LOOK LIKE SMALL SHARKS, \$5 pair.

TANK RAISED RED WAG SWORDS, YUCATAN MOLLIES \$2 pair. Red Wag moons \$1.50/ pair. METRANDRIA FORMOSA, smallest live bearer, produces one young each day 65¢ pair. CHIRICHOIS COODEI, BLUE DACE, Brilliantly colored, easiest to breed, 65¢ pair.

METEOR MINNOW, COMET WHITE CLOUDS, AS DESCRIBED IN SEPT. T.F.H., MOST BEAUTIFUL VEILTailed white cloud, \$25 pair. REGULAR white clouds, \$1.50 pair.

AFRICAN IMPORTS, frogs, @ \$2, ELECTRIC EELS @ \$15, LUG FISHES @ \$15, PLEIATOCN ROMIS, COLORFUL DWARF AFRICAN CICHLID, see colored illustration in Summer issue T.F.H., \$5 pair.

ASIAN IMPORTS, LABEOS, we have red sharks, black sharks, and some green African sharks, all uniformly priced at @ \$8.

CHANNA, these are long fishes, like snakes, large mouths, egg layers that guard their young & eggs, Priced @ \$2.50 for small, and up. Depending on shipping & breeding.

SOUTH AMERICAN, RARE RED SPOTTED PUG NOSED ANGELS, P. ALTUM, they are just what the name describes, @ \$15.

BUSINESS TERMS * PLEASE SEND CHECK WITH ORDER, NAME OF NEAREST AIRPORT, & OUR TELEPHONE NUMBER, ALL SHIPMENTS VIA AIR FREIGHT, PLEASE INCLUDE \$1 extra for plastic shipping containers.

STAINLESS STEEL WORK GRINDERS, BEST MACHINE FOR PREPARING BEST FISH FOOD @ \$3, NEW PLANTS, CRYPTOORY NE MURII, NEWLY INTRODUCED B I COLORED CRYPT, CRY PT. GRIFFITH II, COLORFUL VARIETY 'SINGAPORE', @ \$2.50, may be included in our 'SUPER CONNY COLLECTION'.

